

2020 PRE-HOLIDAY **SOCIAL MEDIA PLAYBOOK**



How to Use This Playbook

This document is a social media playbook for use during the pre-holiday campaign period. It includes specific content and assets, along with instructions, to address drivers and encourage them to not drive impaired. The content in this playbook is designed for easy posting and seamless integration into your current social media strategy. Your efforts ahead of and during this holiday period may help save lives.

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Campaign Overview

Campaign Summary

While impaired-driving is a significant danger on the road year-round, the period between Thanksgiving and winter holidays can be particularly deadly. From 2014 to 2018, there were more than 4,000 drunk-driving-related fatalities in the month of December.

The goal of the pre-holiday campaign is encouraging positive behaviors like designating a sober driver, calling a ride share and ultimately not driving under the influence while participating in celebrations from November 27 to December 15.

Objectives

- ▶ Motivate drivers to not drive while impaired by alcohol or drugs
- ▶ Encourage the positive behaviors that can replace driving impaired
- ▶ Promote awareness of the fatality data from the pre-holiday period (November 27 to December 15).

Posting Strategy

The pre-holiday period is a time for holiday parties and celebration. Scheduling posts on days leading up to weekend holiday parties and other festivities held within the pre-holiday period will potentially reach the target audience at a prime time and remind them to practice positive behaviors before they head out to celebrate. Thursdays and Fridays are the recommended posting days for these messages.

Some suggested hashtags to tie posts into larger pre-holiday conversations include:

- ▶ **#BuzzedDriving**
- ▶ **#FeelDifferentDriveDifferent**
- ▶ **#HappyHolidays**
- ▶ **#HolidaySeason**
- ▶ **#Holidays**
- ▶ **#HolidayCheer**
- ▶ **#TisTheSeason**

These tags can be added to the end of any of our suggested content to make them visible in other conversations happening on social media.

Social Media Content

This section contains shareable social media content for use during the pre-holiday social norming period. Provided on pages [8-14](#) are downloadable graphics with accompanying suggested posts that you can use on your own channels.

Below are two sample social media posts, one for Twitter, using a rectangular graphic, and one for Instagram/Facebook, using a square-shaped graphic.



 *Twitter*



 *Facebook/Instagram*

On the following pages, you will see additional graphic and post examples in a variety of sizes for the campaigns. Be sure to consider which social media platform your target audiences are using when choosing the graphics and posting content. Also, take into consideration that most people use mobile phones when checking their social media accounts. The graphics in this playbook are optimized for mobile platforms.

Content Organization

The social media content is organized into several sections based on creative concept and type of impairment. Both English and Spanish versions are provided.

English

- ▶ Alcohol-Impaired
 - Snowglobe – Pg. [8](#)
 - GingerDead Man – Pg. [10](#)
- ▶ Drug-Impaired
 - Snowglobe – Pg. [9](#)
 - GingerDead Man – Pg. [11](#)

Spanish

- ▶ Alcohol-Impaired
 - Snowglobe – Pg. [12](#)
- ▶ Drug-Impaired
 - Snowglobe – Pg. [14](#)

Post Examples

Below are examples of how posts should look when published.

Facebook



1 Downloaded graphic from trafficsafetymarketing.gov.

2 Suggested copy from this playbook.

Sizes Available

Social media graphic sizes vary across the ever-changing social media platforms. In this playbook we included five different sizes based on suggested industry standards and best practices. Most graphics are available as animated versions on the trafficsafetymarketing.gov website.



Facebook/Instagram Posts

1200x1200 (square)



1000x1200 (vertical)



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675



Alcohol – Snowglobe (English)

STEP

1 Download graphics.

Download the "Snowglobe" animation below at:
[Traffic Safety Marketing](#).

STEP



2 Combine with suggested copy below or feel free to draft your own.



Copy/paste one of the suggested posts below.



- This holiday season, **[Local Organization]** is teaming up with @NHTSAGov for the national Buzzed Driving Is Drunk Driving campaign to help keep drunk drivers off the road!
- Stay off Santa's naughty list: Designate a sober driver to get you home safely after drinking. Buzzed Driving Is Drunk Driving.
- Keep track of those eggnogs! Even one drink can be one too many. Plan for a sober driver to get you home safely. Buzzed Driving Is Drunk Driving.
- Keep the holidays merry and bright: This holiday season, and every day, stay safe by refusing to drink and drive. Remember: Buzzed Driving Is Drunk Driving.
- Keep your cash for your holiday shopping, not for a drunk-driving arrest. A DUI can set you back \$10,000 in court costs, lost time at work, car towing, and more. Buzzed Driving Is Drunk Driving.

Sizes Available:

  Facebook/Instagram Posts
1200x1200
1000x1200

  Facebook/Instagram Stories
1080x1920

 Twitter Posts
1200x675

Drug – Snowglobe (English)

STEP

1 Download graphics.

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[Traffic Safety Marketing](#).

STEP



2 Combine with suggested copy below or feel free to draft your own.



Copy/paste one of the suggested posts below.



- This holiday season, **[Local Organization]** is teaming up with @NHTSAGov for the national If You Feel Different, You Drive Different. campaign to help keep drug-impaired drivers off the road.
- Stay off Santa's naughty list: Designate a sober driver to get you home safely if you are impaired by any substance. Remember: If You Feel Different, You Drive Different.
- High, buzzed, stoned, wasted — no matter the term, If You Feel Different, You Drive Different. Help us spread this lifesaving message.
- Keep the holidays merry and bright: This holiday season, and every day, stay safe by refusing to drive while under the influence of drugs. If You Feel Different, You Drive Different.
- Keep your cash for your holiday shopping, not for a drug-impaired-driving arrest. A DUI can set you back \$10,000 in court costs, lost time at work, car towing, and more. If You Feel Different, You Drive Different.

Sizes Available:

  Facebook/Instagram Posts
1200x1200
1000x1200

  Facebook/Instagram Stories
1080x1920

 Twitter Posts
1200x675

Alcohol – GingerDead Man (English)

STEP

1

Download graphics.

Download the "GingerDead Man" graphic below at:
[Traffic Safety Marketing](#).

STEP

2

Combine with suggested copy below or
feel free to draft your own.

Copy/paste one of the suggested posts below.



- Commit to sober driving this holiday season, and every day! Remember: Buzzed Driving Is Drunk Driving.
- Keep the holidays merry and bright: Stay safe by refusing to drive after drinking. Remember: Buzzed Driving Is Drunk Driving.
- If you are buzzed, you are already too drunk to drive home. Buzzed Driving Is Drunk Driving.
- This holiday season, **[Local Organization]** is partnering with the National Highway Traffic Safety Administration for the national Buzzed Driving Is Drunk Driving awareness campaign to help keep impaired drivers off the road. Help us spread the message!
- Are you on Santa's naughty or nice list? Always designate a sober driver to get you home safely after drinking so you don't wind up with coal in your stocking — or worse. Buzzed Driving Is Drunk Driving.

Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

Drug – GingerDead Man (English)

STEP

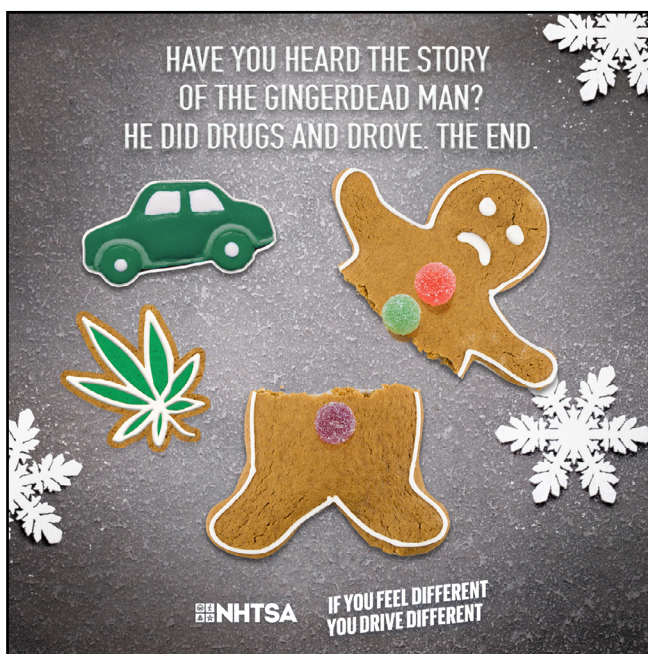
1 Download graphics.

Download the “GingerDead Man” graphic below at:
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STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.



- High, buzzed, stoned, wasted — no matter the term, If You Feel Different, You Drive Different.
- Keep the holidays merry and bright: Stay safe and sober by refusing to drive while impaired. Remember: If You Feel Different, You Drive Different.
- This holiday season, **[Local Organization]** is partnering with the National Highway Traffic Safety Administration for the national If You Feel Different, You Drive Different awareness campaign to help keep impaired drivers off the road. Help us spread the message!
- Are you on Santa’s naughty or nice list? Always designate a sober driver to get you home safely if you’re impaired so you don’t wind up with coal in your stocking — or worse. If You Feel Different, You Drive Different.

Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

Alcohol – Snowglobe (Spanish)


STEP


1 Download graphics.


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Sizes Available:

 Facebook/Instagram Posts
1200x1200
1000x1200

 Facebook/Instagram Stories
1080x1920

 Twitter Posts
1200x675

STEP

2 Combine with suggested copy below or feel free to draft your own.

Copy/paste one of the suggested posts below.
Do not copy **red** text.*

**It is not necessarily a direct translation but for reference only.*

- ¡Durante esta temporada navideña, **[Organización Local]** se unirá con @NHTSAgov para la campaña nacional Manejar Entonado Es Manejar Borracho para ayudar a mantener fuera de las carreteras a los conductores borrachos!
Translation: This holiday season, [Local Organization] is teaming up with @NHTSAgov for the national Buzzed Driving Is Drunk Driving campaign to help keep drunk drivers off the road!
- No pongas tu nombre en la lista de malos de Santa Claus: Designa a un conductor sobrio para llevarte a casa de manera segura después de beber. Manejar Entonado Es Manejar Borracho.
Translation: Stay off Santa's naughty list: Designate a sober driver to get you home safely after drinking. Buzzed Driving Is Drunk Driving.
- Comprométete a manejar sobrio durante esta temporada navideña, ¡y todos los días! Recuerda: Manejar Entonado Es Manejar Borracho.
Translation: Commit to sober driving this holiday season, and every day! Remember: Buzzed Driving Is Drunk Driving.
- Mantén las navidades felices y brillantes: Mantente seguro al negarte a manejar después de beber. Recuerda: Manejar Entonado Es Manejar Borracho.
Translation: Keep the holidays merry and bright: Stay safe by refusing to drive after drinking. Remember: Buzzed Driving Is Drunk Driving.
- Durante esta temporada navideña, **[Organización Local]** se unirá con la Administración Nacional de Seguridad del Tráfico en las Carreteras para la campaña nacional de conciencia, Manejar Entonado Es Manejar Borracho, para ayudar a mantener fuera de las carreteras a los conductores borrachos. ¡Ayúdanos a difundir el mensaje!
Translation: This holiday season, [Local Organization] is partnering with the National Highway Traffic Safety Administration for the national Buzzed Driving Is Drunk Driving awareness campaign to help keep impaired drivers off the road. Help us spread the message!

Continued - Alcohol – Snowglobe (Spanish)

STEP

1 Download graphics.

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Sizes Available:



Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

STEP

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- Si estás entonado, ya estás demasiado borracho para manejar a casa. Manejar Entonado Es Manejar Borracho.
Translation: If you are buzzed, you are already too drunk to drive home. Buzzed Driving Is Drunk Driving.
- ¿Estás en la lista de buenos o malos de Santa Claus? Siempre designa a un conductor sobrio para llevarte a casa de manera segura después de beber para no recibir carbón en tu calcetín navideño — o peor. Manejar Entonado Es Manejar Borracho.
Translation: Are you on Santa's naughty or nice list? Always designate a sober driver to get you home safely after drinking so you don't wind up with coal in your stocking — or worse. Buzzed Driving Is Drunk Driving.
- ¡Mantén un recuento de esos rompopos! Aun un trago puede ser demasiado. Planea para que un conductor sobrio te lleve a casa de forma segura. Manejar Entonado Es Manejar Borracho.
Translation: Keep track of those eggnogs! Even one drink can be one too many. Plan for a sober driver to get you home safely. Buzzed Driving Is Drunk Driving.
- Mantén las navidades felices y brillantes: Durante esta temporada navideña, y todos los días, mantente seguro negándote a beber y manejar. Recuerda: Manejar Entonado Es Manejar Borracho.
Translation: Keep the holidays merry and bright: This holiday season, and every day, stay safe by refusing to drink and drive. Remember: Buzzed Driving Is Drunk Driving.
- Guarda tu dinero para las compras navideñas, y no para un arresto por manejar borracho. Un arresto por DUI podría costarte hasta \$10,000 en costos jurídicos, tiempo laboral perdido, remolques del vehículo y más. Manejar Entonado Es Manejar Borracho.
Translation: Keep your cash for your holiday shopping, not for a drunk-driving arrest. A DUI can set you back \$10,000 in court costs, lost time at work, car towing, and more. Buzzed Driving Is Drunk Driving.

Drug – Snowglobe (Spanish)

STEP

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Facebook/Instagram Posts

1200x1200

1000x1200



Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

STEP

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Copy/paste one of the suggested posts below.
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- ¡Durante esta temporada navideña, **[Organización Local]** se unirá con @NHTSAgov para la campaña nacional Si Te Sientes Diferente, Manejas Diferente. para ayudar a mantener fuera de las carreteras a los conductores bajo la influencia de drogas!
Translation: This holiday season, [Local Organization] is teaming up with @NHTSAgov for the national If You Feel Different, You Drive Different. campaign to help keep drug-impaired drivers off the road!
- No pongas tu nombre en la lista de malos de Santa Claus: Designa a un conductor sobrio para llevarte a casa de manera segura si estás bajo la influencia de cualquier sustancia. Recuerda: Si Te Sientes Diferente, Manejas Diferente.
Translation: Stay off Santa's naughty list: Designate a sober driver to get you home safely if you are impaired by any substance. Remember: If You Feel Different, You Drive Different.
- High, entonado, ajumado o en onda — no importa qué término tú uses, Si Te Sientes Diferente, Manejas Diferente.
Translation: High, buzzed, stoned, wasted — no matter the term, If You Feel Different, You Drive Different.
- Mantén las navidades felices y brillantes: Mantente seguro y sobrio al negarte a manejar bajo la influencia. Recuerda: Si Te Sientes Diferente, Manejas Diferente.
Translation: Keep the holidays merry and bright: Stay safe and sober by refusing to drive while impaired. Remember: If You Feel Different, You Drive Different.
- Durante esta temporada navideña, **[Organización Local]** se unirá con la Administración Nacional de Seguridad del Tráfico en las Carreteras para la campaña nacional de conciencia, Si Te Sientes Diferente, Manejas Diferente para ayudar a mantener fuera de las carreteras a los conductores bajo la influencia. ¡Ayúdanos a difundir el mensaje!
Translation: This holiday season, [Local Organization] is partnering with the National Highway Traffic Safety Administration for the national If You Feel Different, You Drive Different awareness campaign to help keep impaired drivers off the road. Help us spread the message!

Continued - Drug – Snowglobe (Spanish)

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Facebook/Instagram Posts

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Facebook/Instagram Stories

1080x1920



Twitter Posts

1200x675

STEP

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- ¿Estás en la lista de buenos o malos de Santa Claus? Siempre designa a un conductor sobrio para llevarte a casa de manera segura si estás bajo la influencia para no recibir carbón en tu calcetín navideño — o peor. Si Te Sientes Diferente, Manejas Diferente.

Translation: Are you on Santa's naughty or nice list? Always designate a sober driver to get you home safely if you're impaired so you don't wind up with coal in your stocking — or worse. If You Feel Different, You Drive Different.

- High, entonado, ajumado o en onda — no importa qué término tú uses, Si Te Sientes Diferente, Manejas Diferente. Ayúdanos a difundir este mensaje que salva vidas.

Translation: High, buzzed, stoned, wasted — no matter the term, If You Feel Different, You Drive Different. Help us spread this lifesaving message.

- Mantén las navidades felices y brillantes: Durante esta temporada navideña, y todos los días, mantente seguro negándote a manejar bajo la influencia de drogas. Si Te Sientes Diferente, Manejas Diferente.

Translation: Keep the holidays merry and bright: This holiday season, and every day, stay safe by refusing to drive while under the influence of drugs. If You Feel Different, You Drive Different.

- Guarda tu dinero para las compras navideñas, y no para un arresto por manejar bajo la influencia de drogas. Un arresto por DUI podría costarte hasta \$10,000 en costos jurídicos, tiempo laboral perdido, remolques del vehículo y más. Si Te Sientes Diferente, Manejas Diferente.

Translation: Keep your cash for your holiday shopping, not for a drug-impaired-driving arrest. A DUI can set you back \$10,000 in court costs, lost time at work, car towing, and more. If You Feel Different, You Drive Different.

NHTSA Contact

If you have questions about the Pre-Holiday campaign, please contact Kil-Jae Hong at kil-jae.hong@dot.gov